

## 1. New Program Proposal Form

Sponsoring Institution(s): Maryville University

Program Title: B.F.A. in Photography and Digital Art

Degree/Certificate: BFA Degree

Options: \_\_\_\_\_

Delivery Site(s): Maryville University St Louis Missouri

CIP Classification: 50.0605 (Please provide a CIP code)

Implementation Date: 9/2016

Cooperative Partners: none

Expected Date of First Graduation: 5/2020

### AUTHORIZATION

Dr. Mary Ellen Finch,  
Vice President of  
Academic Affairs

Name/Title of  
Institutional Officer

  
Signature

3-28-16  
Date

### PERSON TO CONTACT FOR MORE INFORMATION

Cherie Fister, Dean, College of  
Arts and Sciences

Name/Title of Institutional  
Officer

314-529-9563

Telephone

## 2. Rationale for the program

*The new curriculum supports Maryville's mission.*

The new programming embodies Maryville's vision, which includes, "innovative liberal arts education leading to excellent academic and professional programs" (<http://www.maryville.edu/president/mission-and-vision/>).

*To contemporize and energize Maryville's studio art program by offering a market relevant degree that potential students and parents will accept as a serious track of study that has real career possibilities.*

The new B.F.A. will create opportunity for students to pursue creative expression and study within the conceptual arts, while building marketable material and digital skills that can be applied commercially as well. This B.F.A. distinguishes itself from the others available in the studio art program through its emphasis on technology and contemporary media, as well as its more sequenced and focused curriculum. The objective of creating a new standalone B.F.A. is to clearly define to prospective students that our program is inline with the Maryville University's objectives. The program is an academically rich, globally aware and realistically grounded professional degree.

*Maryville has already invested in the faculty and facilities*

*To address student interests in photography and digital art and the demand for marketable skill sets.*

With the advent of new technology digital art has become an important tool of the contemporary world. The digital still and moving image is omnipresent as a form of professional and personal communication. Learning to create sophisticated and meaningful images with new digital technology will be attractive to a wide variety of undergraduates. Yearly cohorts of 8 – 10 students are the expected number of students to be served within this program.

*To address commercial demand for creative and technical skill sets, and specific degrees in Photography and Digital Art.*

With a B.F.A. in Photography and Digital Art, students will have obtainable career opportunities after graduation. According to the United States Bureau of Labor there are many opportunities in the field of photography and video including: portrait, commercial,

scientific, medical, news, fine arts, and publicity. It is expected that after graduation, Maryville students will be qualified to apply for jobs within any of these fields of study and have solid placement. It is expected that some will choose to apply to an M.F.A. program. The bureau also points out that in certain fields a degree in photography is required and opportunities to study in other disciplines could be strategically helpful – “entry-level positions in photojournalism or in industrial or scientific photography generally require a degree in photography or in a field related to the industry in which photographer seeks employment”.

### 3. Student enrollment projections (Form SE)

Enrollment projections are based on Maryville's current Art & Design enrollment patterns incorporating the anticipated high interests in Photography and Digital Art amongst prospective students.

Year	Incoming first years	2 year transfer students	Loss	Graduates	Number of students in program
1	4	0	0		4
2	8	5	0		17
3	10	5	1	0	31
4	10	5	1	5	40
5	10	5	1	9	45

*a. Student FTE majoring in program by the end of five years*

This program's population is projected to be 45 by the end of year five.

*b. Percent of full time and part time enrollment by the end of five years*

100% full time 0% part time

### 4. Evidence of Market demand / Societal need supported by research

*a. Market Demand*

Though this is a new program, when evaluating the Demand / Need, it should be considered that this proposal is largely a re-visioning of an existing program utilizing coursework and infrastructure Maryville currently possesses.

The BFA in Photography and Digital Art addresses the needs of the Visual Art Industry. Our graduates will be able to obtain employment, exhibition experience, and professional opportunity in both the commercial and contemporary art markets with their experience

In this BFA. Graduates will qualify for positions as full time photographers, videographers, and digital artists with this degree.

According to the United States Bureau of Labor, entry-level positions in photojournalism or in industrial or scientific photography generally require a degree in photography or in a field related to the industry in which photographer seeks employment.

The following data from the US Bureau of Labor provides an overview of the opportunities for and characteristics of students who may care to augment their primary profession or pursue photography, video or digital art full time.

<a href="http://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm">http://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm</a> <a href="http://www.bls.gov/ooh/Media-and-Communication/Photographers.htm">http://www.bls.gov/ooh/Media-and-Communication/Photographers.htm</a> <a href="http://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm#tab-1">http://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm#tab-1</a>
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*There is solid demand from prospective and current students for photography and digital art to enter into a number of jobs. See list below.*

Photographers and Videographers – These professionals work in various areas including Portrait, Wedding, Event, Commercial, Industrial, Fashion, Merchandise, Auto, Advertising, Medical Industries.

Multimedia Artists - Multimedia artists create visual effects for television, movies, window displays, social media and visual styling.

Media Directors, Videographers, Cinematographers, Stylist – These artist create and control the visuals for motion pictures, television shows, style sets, and interpret a writer's script visually to entertain or inform an audience.

New Media Photographers and Videographers - Photographers and Videographers show the public about news and events happening internationally, nationally, and locally. They report the news for newspapers, magazines, websites, blogs, twitter feeds, television, and radio.

Arts Management – Work in the production, documentation, and management of exhibits, collections for Galleries.

Media Art Sales – Represent and sell the work of visual artists to Art Directors

Director of Photography or Imaging – Digital Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions.

Location Scouts – Create database of locations for productions and manage permits and city documents.

*b. Societal Needs*

Digital Technology is transforming the world and this programming was created to embrace this truth. This new major seeks to enhance the ability of students to communicate on a global stage. In this they are able to work with a diverse audience in a borderless art market. The curriculum weaves a contemporary diversity conversation throughout the art making process.

**5. Address program duplication and opportunities for collaboration (should include Form CL for collaboration)**

*a. If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?*

This program is distinguished by its liberal arts foundation, intensive and diverse curriculum, focus on critical thinking, and integration of in-demand creative and technical instruction. It's unique in its approach by placing balanced emphasis on concept development, artistic expression, and mastering market ready skill sets. The program includes a strong foundation in traditional media, design, theory and art history; advanced study in digital visual media; access to cutting edge technology and equipment; expert instruction and mentoring; and acquiring professional experience. This combination of the traditional and the new maintains a firm footing in the values of studio art while embracing the new spectrum of contemporary art.

- b. Does delivery of the program involve a collaborative effort with any external institution or organization?

The program will not be offered in collaboration with another institution.

## 6. Details on Program Structure Form PS

- a. Total credits required for graduation: 132

- b. Residency requirements, if any: 0

- c. General education: Total credits: 42

- Courses (specific courses OR distribution area and credits):

Course Number	Course Title	Credits
INTD 101	Freshman Seminar	3
ENGL 101	Composition: Theme Writing	3
ENGL 104	Composition: The Essay	3
MATH 115 or higher	Contemporary mathematics or higher	3
FPAR		3
English or Foreign Language	One additional English or foreign language. (Recommended Courses: ENG 118 Fable to Film OR ENG 207 Creative Writing)	3
Philosophy	One course in philosophy	3
History / Political Science	One course in history or government	3
Psychology	One course in psychology	3
Social Science	One other course in economics, geography, history, political science, or sociology	3
Science	One course in science. (Recommended Courses: PHYS120 Physics of Light and Color OR BIOL 297 Anatomy and Phys for Artists)	3
Science or Math Elective	One additional course in science or mathematics	3
General Liberal Arts Electives	General Education Electives from College of Arts and Sciences (except courses within your concentration) (2 courses total)	6

*d. Major requirements: Total credits: 90*

***Studio or Related 2D & 3D***

Course Number	Course Title	Credits
ADSA 100	Design I	3
ADSA 101	Drawing I	3
ADSA 150	Design II	3
ADSA 151	Drawing II	3
ADGD/ADID 265	Intro to Digital Media	3
ADSA	Studio Elective 1	3
ADSA	Studio Elective 2	3
ADSA	Metals, Ceramics or Fibers Introduction (3D)	3
ADSA	Painting or Print Making Studio Introduction (2D)	3
ADSA318	Installation Art and Contemporary Sculpture (3D)	3
ADSA 306	Figure Drawing (In Genres) (2D)	3
Total Studio or Related Areas: General Fine Arts:		33

***Photography & Digital Art***

ADSA 317	The Science and Art of Digital Photography	3
Three courses from the following four options:		9
ADSA 416	Photojournalism & Sports Photography	
ADSA 319	Commercial Photography for Advertising and Communication	
ADSA 400	Video Art (new course)	
ADSA 497	Study Abroad Photography Course	
ADSA 418	Capstone 1 Portfolio Development and Art Theory Research	3
ADSA 419	Capstone 2 Advanced Portfolio and Thesis Completion	3
ADSA 450	Professional Art Practices Seminar	3
ADSA 494	Senior Thesis Show Experience	0
ADSA 499	Internship	3
Digital Electives	Three Design Electives selected from the following areas; ADIN, ADGD, ADID, ADSA (advisor approved)	9



ADIN310	Digital Video and Audio	3
ADIN380	Introduction to Motion Graphics	3
ADGD275	Digital Illustration	3
Total:		<u>42</u>

***Art / Design History and Fine Arts Appreciation***

ADAH 100	World Arts & Ideas I	3
ADAH 150	World Arts & Ideas II	3
ADAH 350	Modern & Contemporary Art	3
ADAH 400	Art Theory & Criticism	3
ADAH	History of Photography	3
Total:		<u>15</u>

e. *Free elective credits:* 0

f. *Requirements for thesis, internship or other capstone experience:* Capstone 6, Internship 3

g. *Any unique features such as interdepartmental cooperation:*  
Senior Seminar 3

**7. Financial Projections (Form FP) for public institutions only**

N.A.

**8. Program Characteristics and Performance Goals (Form PG)**

a. *Student Preparation*

- Any special admissions procedures or student qualifications required for this program

There are no additional requirements

- Characteristics of a specific population to be served, if applicable

Full-time day students

*b. Faculty Characteristics*

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate

Requirements for teaching in this program are Terminal degree within the discipline (M.F.A. or P.H.D.), or bachelor's degree (B.F.A. preferred) with extensive professional and teaching experience.

- Estimated percentage of credit hours that will be assigned to full time faculty.

An average of 50% of the credit hours are assigned to full time faculty within the major

- Expectations for professional activities, special student contact, teaching/learning innovation.

All full time faculty members are expected to participate in an active program of professional development, which includes teaching innovation, new course development, and service to discipline/department/campus/community. Maryville has a well-established Finch Center for Teaching and Learning that sponsors an annual conference on the Scholarship of Teaching and Learning. Faculty members may also choose to participate in a two-year action research project where they study their own teaching and the impact on student learning. Full time faculty members are required to advise students in their degree planning and progress. Faculty members are also involved in mentoring students in their professional development. This includes portfolio and resume development and oversight of undergraduate student research projects and student exhibitions. Regular scholarly activities such as maintaining a professional or exhibition practice or research is also expected.

*c. Enrollment Projections*

- Student FTE majoring in program by the end of five years

45

- Percent of full time and part time enrollment by the end of five years

100% full time 0% part time

*d. Student and Program Outcomes*

- Number of graduates per annum at three and five years after implementation

Three years after implementation 5 graduates are estimated. Five years after implementation 21 graduates are estimated.

- Special skills specific to the program

- The BFA in Photography and Digital Art teaches special multimedia skills that enable graduates to create visual effects for television, movies, window displays, social media and visual styling.
- This degree also opens up opportunity with the special skills learned in Arts management, media art sales and can lead graduate to become a director of photography.

- Proportion of students who will achieve licensing, certification, or registration

There is no licensing, certification, or registration associated with this degree.

- Performance on national and/or local assessments

NA

- Placement rates in related fields, in other fields, unemployed.

The target rate for the new programming will be the average employment rate in related field for the current Interactive and Graphic Design programs are 80% – 85% as a BFA in Photography and Digital Are closer to these programs than the other studio art programs that hold much lower placement rates.

- Transfer rates.

The average transfer student population is 27% compared to four-year students in our Graphic and Interactive Design Programs. The new programming is estimated to be similar.

## 9. Alumni and Employer Survey

Alumni Employment data is collected annually. Survey for satisfaction rates will be collected electronically every five years. Our expected satisfaction rate is above 80%.

- Expected satisfaction rates for employers, including timing and method of surveys.

Survey for satisfaction rates will be collected electronically every five years. Our expected satisfaction rate is above 80%.

## 10. Plans for accreditation

The National Schools of Art and Design is in the process of approving the plan for the new program. Accreditation can and will be applied for after the program has matriculated four graduates.

## 11. Institutional Characteristics

Approved by the National Schools of Art and Design, Maryville Art & Design Programs have eight full time faculty with wide variety of expertise in design, digital media, and studio art. With its unique, sophisticated, and focused curriculum, it fully supports the mission of the university by providing cutting edge professional programming. With dedicated studio space and art and design specific facilities, the program is well-supported in-terms of budget and technology. Additionally, our regional St. Louis design and media industry and community is rich with support for our students and graduates offering

employment and internship opportunities at hundreds of firms, corporations, and organizations,

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MARYVILLE UNIVERSITY OF SAINT LOUIS | St. Charles County - Lake Saint Louis

ADDRESS: 3401 TECHNOLOGY DRIVE, LAKE SAINT LOUIS, MO 63367

PHONE: 800-627-9855

ACCOUNTING | CIP:520301

ACCOUNTING SYSTEMS AND FORENSICS | CIP:520399

BUSINESS ADMINISTRATION | CIP:520101

CRIMINAL JUSTICE/CRIMINOLOGY | CIP:450401

CYBERSECURITY | CIP: 290207

EDUCATION (EDUCATIONAL LEADERSHIP EDD only) | CIP: 130411

FINANCIAL SERVICES | CIP: 520804

GENERAL STUDIES WITH CONCENTRATION IN HEALTHCARE | CIP:510000

INFORMATION SYSTEMS | CIP:521201

ORGANIZATIONAL LEADERSHIP | CIP:422804

PSYCHOLOGY | CIP:420101

MARYVILLE UNIVERSITY OF SAINT LOUIS | St. Louis County - Sunset Hills

ADDRESS: 12250 WEBER HILL ROAD, SUITE 105, SUNSET HILLS, MO 63127

PHONE: 800-627-9855

ACCOUNTING | CIP:520301

ACCOUNTING SYSTEMS AND FORENSICS | CIP:520399

BUSINESS ADMINISTRATION | CIP:520101

CRIMINAL JUSTICE/CRIMINOLOGY | CIP:450401

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INFORMATION SYSTEMS | CIP:521201

ORGANIZATIONAL LEADERSHIP | CIP: 422804

PSYCHOLOGY | CIP:420101

MARYVILLE UNIVERSITY OF SAINT LOUIS | St. Louis County - Mercy Hospital

ADDRESS: 615 South New Ballas Road, St. Louis, MO 63141

PHONE: 800-627-9855

Master of Science in Nursing | CIP 513803

Family Nurse Practitioner Certificate (Post-MSN) | CIP 513805

Adult Gerontology Primary Care Nurse Practitioner Certificate (Post-MSN) | CIP 513803

MARYVILLE UNIVERSITY OF SAINT LOUIS | Scott Air Force Base

ADDRESS: 375 FSS/FSDE, 404 WEST MARTIN STREET, BLDG 1650 ROOM 64, SCOTT AIR FORCE BASE, IL 62225

PHONE: 800-627-9855

BUSINESS ADMINISTRATION (MBA) | CIP:520101